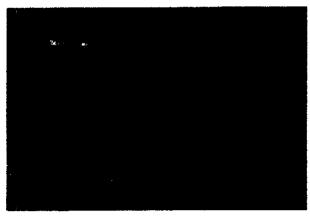
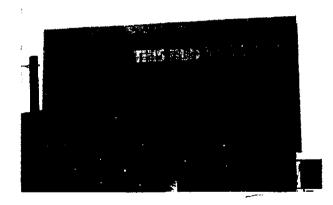
Eight Sheet.Market by Market

A look at the daily effective circulation of 58 cities as well as the medium's penetration into ethnic markets.

HE OUT-OF-HOME Measurement Bureau has recently released information detailing daily effective circulation (DEC) for 58 markets in the past three years. According to Julian Sloan, managing director of the OMB, nearly 32,000 eight-sheet panels have been audited, reaching a total urban population of 72.2 million people. Of particular interest is the medium's penetration into the Hispanic and black markets. Since 1985, when the new revised audit came into usage, 7500 panels directed to blacks and 4900 panels directed to Hispanics have been audited.

A market-by-market statement for both the total population and ethnic population follows.





Eight Sheet Audited Average DEC's by Market since 1982

,		Talak	•
	RECHarke	Total Panels	DEC
7908.9	Los Angeles Metro	1373	Ç.,
652 6 .7	New York	275	12.09
	Chicago	316	7994
6029.1	Chicago OCT at 1985	2953	821
4044.3	Detroit	1351	881
3485.0	Houston	2291	845
2262.4	Atlanta	601	70 .
2182.0	DELAUD	850	915
2176.3	Pittsburgh Metro	1651	97(
1854.2	San Francisco/Oakland	654	946
4004.0	Philadelphia — Backlights Phoenix Metro	200 563	21,18(13,350
1681.8	St. Louis	606	8810°:
1671.7 1620.2	Philadelphia	893	5300:
1535.6	Denver Metro	134	9820
1452.0	Kansas City Metro	899	8900.
1383.5	Sacramento/Stockton	162	8370
1314.7	Newark	1294	8980
1281.1	Paterson/Clifton	567	7090
1091.7	San Antonio	1171	7430a
,	San Antonio - Backlights		15,0903
1069.0	Cincinnati	502	8540
1049.5	New Orleans	410	7510
1004.2	Charlotte/Gastonia/Rock Hill	134	88001
934.9	Milwaukee	435	74102
931.8	Memphis Metro	616	8450
876.0	Greensboro/Winston-Salem/High Point	127	6965
835.9	Dayton-Springfield	357	8470.
815.1	Greater Bridgeport	169	7070
	Bridgeport	57	5450
810.0	New Brunswick/Perth Amboy/Sayreville	307	7590
769.5	Greater Waterbury	52	7520
765.1	Indianapolis	76	8890/
759.0	Jacksonville	195	60001
753.4	Baltimore	904	6270
75 0.1	Birmingham	233	8020
coc 4	Birmingham	135 636	6770:
636.4 600.9	Gary-Hammond Rio Grande Valley	796	5570 : 5170
592.3	Greenville/Spartanburg Metro	151	7100
590.3	Raleigh/Durham Metro	112	7420
590.1	Tucson Metro		10,260
568.9	Oklahoma City	871	7100
549.8	Fresno Metro		10,287
548.2	Jersey City	411	7280
544.8	Albuquerque	623	10,300
540.3	Cleveland	810	8540
538.3	El Paso	533	8180
521.0	Youngstown-Warren Metro	64	8640
493.5	Orlando	172	8420
	Denver		11,180
486.8	Tulsa	190	7120
439.4	Greater Springfield	239	6760
393.0	Stockton	271	7580
388.7	Quad Cities	296	7330*
340.0	Corpus Christi Metro	89	8080
303.3	Shreveport-Bossier	389	7450
000 7	Corpus Christi	120	5730
236.7	South Bend	132	7400
235.6	Savannah	105 74	4700 9910
169.2	Salisbury Metro	71	6240
117 1	Laredo	200	5100
117.1 109.0	Laredo Metro Michigan City-LaPorte	86	5630
72.0	Victoria Metro	141	8030
14.9	Warrensburg Collegiate	24	4340
Total		• •	.5.15
83,441.4	$ec{\mathcal{S}}$	31,907	
Net	Ó	2.,207	
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Eight Sheet Ethnic Inventory by Market — Black Panels

Eight Sheet Ethnic Inventory by Market — Hispanic Panels

		by Market — Black Panels		· by Market — Hispanic Panels			
A			Panels Directed				
Average		Market	To Blacks	Hispanic		Panels Directed	
n#C		New York		Population	Market	To Hispanics	
9660	12.9	Chicago		2500.0	Los Angeles Metro	710	
12,090	12.9	Chicago		1486.2	New York		
7990		Los Angeles Metro	663	543.0	Chicago		
8240	20 .0	Philadelphia — Backlights	84		Chicago		
8810		Detroit		538.3	El Paso	533	
8450	41.7	Philadelphia	813	520,0	San Antonio	800	
7050 9150	#1.5 #2.9 #12.0	Houston	900		San Antonio — Backlights	25	
9700	\$12.0	Baltimore	904	512.8	Houston	200	
9460		Atlanta		255,1	Rio Grande Valley	52 5	
21,180	94.0 92.1 99.2	St. Louis	579	223.4	Sacramento/Stockton	150	
13.350	## ## 13	Memphis Metro		215.4	_ Dallas	150	
8810	30 .3	Dallas	350	213.4	San Francisco/Oakland	124	
5300	06.0	Newark	530	180.0	Corpus Christi	120	
9820	29.5	New Orleans	410	470.4	Denver		
8900	90 ,0	San Francisco/Qakland	395	170.5	Denver Metro		
8370	200	Birmingham	110	158.7	Phoenix Metro	251	
8980	201.6	Charlotte/Gastonia/Rock Hill		149.4	Fresno Metro		
7090	183.5	Kansas City Metro		146.6	Jersey City	137	
7430	172.3	Pittsburgh Metro		130.1	Tucson Metro	102	
5,090	# HE 0	Birmingham	110	117.3	Albuquerque	284	
8540	55.2	Greensboro/Winston-Salem/High Point		115.6	Philadelphia — Backlights	12	
7510	166.0	Cincinnati			Laredo	71	
8800	185.5	Indianapolis	68	113.1	Laredo Metro	200	
7410	162.0	Jacksonville		05.5	Corpus Christi Metro	4.07	
8450	153.0	Raleigh/Durham Metro		95.0	Newark	167	
6965	47.8	Milwaukee		84.1	Greater Bridgeport	50	
8470	128.9	Oklahoma City	231	74.7	Stockton	129	
7070	127.6	Gary-Hammond	420	67.4	Detroit Detroit	440	
5450	125.7	Greater Bridgeport	58	61.5	Paterson/Clifton	110	
7590	121.2	Dayton-Springfield	123	46.0	Gary-Hammond	25	
7520	116.7	Shreveport-Bossier		33.3	Kansas City Metro		
8890	106.0	Greenville/Spartanburg Metro		33.2	Milwaukee	126	
6000	101.8	Sacramento/Stockton		25.3	Oklahoma City	120	
6270	96.3	Orlando		21.6	Victoria Metro		
8020	79.1	Jersey City	155	30.0	Bridgeport	35	
6770	78.6	Denver		20.0	Greater Springfield	2 6	
5570	78.6	Denver Metro	201	15.0	New Brunswick/Perth Amboy/Sayreville	20 6	
5170	75.0	Paterson/Clifton	204	8.4	Greater Waterbury	8	
7100	72.0	Savannah	105	6.2	Tulsa	•	
7420	70.0	San Antonio	100		Atlanta		
, 260	56.8	Youngstown-Warren Metro			Baltimore		
7100 6980	52.0	Fresno Metro	04		Birmingham Birmingham	•	
.287	42.6	Tulsa	31		Birmingham Charlotte/Gastonia/Rock Hill		
/280	#	Bridgeport	20		Cincinnati		
1,300	26.2	Greater Springfield	39 36		Cleveland		
3540	22.0	South Bend	30 30		Dayton-Springfield		
3180	21.1	Stockton	35		Greensboro/Winston-Salem/High Point		
3640	21.0	New Brunswick/Perth Amboy/Sayreville	18		Greenville/Spartanburg Metro		
3420	17.6	Greater Waterbury	39		Indianapolis		
.180	17.0	Quad Cities Corpus Christi Metro	39		Jacksonville		
120 6816°	11.9 5.4	Victoria Metro			Memphis Metro		
760 500	■ 0.4				Michigan City-LaPorte		
580	i i	Albuquerque Cleveland			New Orleans		
330*		Corpus Christi			Orlando		
080	•	El Paso			Philadelphia		
450	I	Laredo			Pittsburgh Metro		
730		Laredo Metro			Quad Cities		
490 700		Michigan City-LaPorte			Raleigh/Durham Metro		
		Phoenix Metro			Salisbury Metro		
310 240	Ŧ	Rio Grande Valley			Savannah		
100		Salisbury Metro			Shreveport-Bossier	N	ł
30		San Antonio — Backlights			South Bend	0	
130		Tucson Metro			St. Louis	4	
140		Warrensburg Collegiate			Warrensburg Collegiate	0	į
٣٠]	Total	Train Grieburg Seniograto			Youngstown-Warren Metro	6	i
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